07887065

Deal#

Advertiser

Nelson/D/Senate



WESH 1021 N. Wymore Rd. Winter Park, FL 32789 Main: (407)645-2222 Billing: (407)389-7661

Invoice # Invoice Date Invoice Month Invoice Period 09/16/12 928865-1 September 2012 08/27/12 - 09/10/12

Station Account Executive Sales Office Sales Region WESH Fran Berg Eagle-Washingte National

www.wesh.com

Billing Address:

Abar Hutton Media Attention: Accounts Payable 6190 Grovedale CT Suite 200 Alexandria, VA 22310-2552

Class of Time - Immediately Pre-emptible without notice

Start Date

End Date

09/09/12

MTWTFSS

--11---

Weeks:

Product Estimate Number NELSON/S/D 488 Flight Dates Order# Alt Order #

928865

Cash

Billing Type

Broadcast Special Handling

Billing Calendar

09/04/12 - 09/10/12

IDB# 9912820

Advertiser Code | Product Code

Agency Ref

Advertiser Ref

Send Payment To: **WESH** P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

ne Start Date I	End Date	Description		Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
	09/06/12 e - Immedia	M-F Sunrise @ ately Pre-emptible	6AM without i	6:00-7:00 AM notice	11	:30	2	\$900.00	NM	
	Start Date		WTFSS	Spots/Week	<u>Rate</u>					
	9/03/12		11	2	\$900.00					
Spots: # Ch	Day Air		<u>Descrip</u>		Start/End Time		<u>h</u> <u>Ad-ID</u>			Rate Typ
1 WES				nrise @6AM	6:00-7:00 AM		0 BN12003H			\$900.00 N
2 WES	SHTh 09/	06/12 6:43 AI	MM-F Su	nrise @6AM	6:00-7:00 AM	:3	0 BN12003H			\$900.00 N
	09/04/12 e - Immedia	NBC Today Shately Pre-emptible		7:00-9:00 AM notice	-1	:30	1	\$1,100.00	NM	
	Start Date 19/03/12		WTFSS	Spots/Week 1	<u>Rate</u> \$1,100.00					
Spots: # Ch	Day Air	Date Air Time	Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Typ
1 WES	SHTu 09/	04/12 8:34 AI	M NBC T	oday Show	7:00-9:00 AM	:3	0 BN12003H			\$1,100.00 N
	09/06/12 e - Immedia	Regis & Kelly sately Pre-emptible		9:00-10:00 AM notice	-1-1	:30	2	\$650.00	NM	
	Start Date 19/03/12		WTFSS -1	Spots/Week 2	<u>Rate</u> \$650.00				- 4	
Spots: # Ch	Day Air	Date Air Time	Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Typ
1 WES	SHTu 09/	04/12 9:56 AI	M Regis 8	& Kelly 9-10 AM	9:00-10:00 AM	:3	0 BN12003H			\$650.00 N
3 WES	SHTh 09/	06/12 9:30 AI	VI Regis 8	& Kelly 9-10 AM	9:00-10:00 AM	:3	0 BN12003H			\$650.00 N
	09/05/12 e - Immedia	NBC Today Stately Pre-emptible	now II without	10AM-11AM notice	W	:30	1	\$600.00	NM	
	Start Date 19/03/12		WTFSS W	Spots/Week 1	<u>Rate</u> \$600.00					
Spots: # Ch	Day Air	Date Air Time	Descrip	otion	Start/End Time	Lengt	h Ad-ID			Rate Ty
1 WES	SHW 09/	/05/12 10:58 AI	M NBC T	oday Show II	10AM-11AM	:3	0 BN12003H			\$600.00 N
	09/10/12 e - Pre-emp	NBC Today Stotible with notice	now II	10AM-11AM	M	:30	1	\$400.00	NM	
	Start Date 09/10/12		WTFSS	Spots/Week 1	<u>Rate</u> \$400.00			7, - 1		
Spots: # Ch	Day Air	Date Air Time	Descrip	otion	Start/End Time	Leng	th Ad-ID			Rate Ty
1 WES				oday Show II	10AM-11AM		0 BN12003H			\$400.00 N
	09/06/12	M-F NOON NE		12:12:00-12:30 PM	11	:30	2	\$300.00	NM	

Rate

\$300.00

Spots/Week

WESH





928865-1	09/16/12	September 2012	08/27/12 - 09/10/12
Invoice #	Invoice Date	Invoice Month	Invoice Period

Advertiser	<u>Product</u>	Estimate Number
Nelson/D/Senate	NELSON/S/D	488

14 09/04/12

09/06/12

M-F Entertainment Tonight:00-730 PM

ww.wesh.com			- T			
ne Start Date End Date Description Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
6 09/05/12 09/06/12 M-F NOON NEWS 12-12:12:00-12:30 Pt Class of Time - Immediately Pre-emptible without notice	M11	:30	2	\$300.00°	NM	en de la companya de
Spots: # Ch Day Air Date Air Time Description 2 WESHW 09/05/12 12:29 PM M-F NOON NEWS 12-12 3 WESHTh 09/06/12 12:13 PM M-F NOON NEWS 12-12		1 :3	<u>h Ad-ID</u> О ви12003н О ви12003н			<u>Rate Type</u> \$300.00 NM \$300.00 NM
7 09/10/12 09/10/12 M-F NOON NEWS 12-12:12:00-12:30 Pt Class of Time - Immediately Pre-emptible without notice	M ————	:30	1	\$200.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 09/10/12 09/16/12 M 1	The state of the s					
Spots: # Ch Day Air Date Air Time Description 1 WESHM 09/10/12 11:59 AMM-F NOON NEWS 12-1:	Start/End Time 2:30 12:00-12:30 PM		<u>h</u> <u>Ad-ID</u> 0 вм12003н			<u>Rate Type</u> \$200.00 NM
8 09/05/12 09/06/12 M-F 3-4 PM 3:00-4:00 PM Class of Time - Immediately Pre-emptible without notice	11	:30	2	\$400.00	NM	
Weeks: Start Date 09/03/12 End Date 09/09/12 MTWTFSS 09/05/Week Spots/Week Spots # Character #	\$400.00		L A LID			D. (-
Spots: <u>#</u> Ch <u>Day Air Date</u> <u>Air Time Description</u> 1 WESHW 09/05/12 3:35 PM M-F 3-4 PM 2 WESHTh 09/06/12 3:37 PM M-F 3-4 PM	<u>Start/End Time</u> 3:00-4:00 PM 3:00-4:00 PM	:3	<u>h Ad-ID</u> 0 BN12003H 0 BN12003H			Rate Type \$400.00 NM \$400.00 NM
9 09/10/12 09/10/12 M-F 3-4 PM 3:00-4:00 PM	M	:30	1	\$275.00	NM	\$400.00 NIVI
Class of Time - Immediately Pre-emptible without notice Weeks: Start Date End Date MTWTFSS Spots/Week 09/10/12 09/16/12 M 1						
Spots: # Ch <u>Day Air Date</u> <u>Air Time</u> <u>Description</u> 1 WESHM 09/10/12 3:27 PM M-F 3-4 PM	<u>Start/End Time</u> 3:00-4:00 PM		<u>h Ad-ID</u> 0 ви12003н			<u>Rate</u> <u>Type</u> \$275.00 NM
10 09/04/12 09/06/12 M-F 4-5 PM NEWS M-F 4-5 PM Class of Time - Immediately Pre-emptible without notice	-1-1	:30	2	\$700.00	NM	
Weeks: Start Date 09/03/12 End Date 09/09/12 MTWTFSS -1-1 Spots/Week	\$700.00					
Spots: # Ch Day Air Date Air Time Description 1 WESHTu 09/04/12 4:10 PM M-F 4-5 PM NEWS 2 WESHTh 09/06/12 4:23 PM M-F 4-5 PM NEWS	Start/End Time M-F 4-5 PM M-F 4-5 PM	:3	th Ad-ID 30 BN12003H 30 BN12003H			Rate Type \$700.00 NM \$700.00 NM
11 09/05/12 09/06/12 M-F 5-6 PM ROT 5:00-6:00 PM Class of Time - Immediately Pre-emptible without notice	11	:30	2	\$900.00	NM	
Weeks: Start Date 09/03/12 End Date 09/09/12 MTWTFSS11 Spots/Week						
Spots: # Ch Day Air Date Air Time Description 1 WESHW 09/05/12 5:26 PM M-F 5-6 PM ROT 2 WESHTh 09/06/12 5:12 PM M-F 5-6 PM ROT	Start/End Time 5:00-6:00 PM 5:00-6:00 PM	:3	th <u>Ad-ID</u> 30 BN12003H 30 BN12003H			Rate Type \$900.00 NM \$900.00 NM
12 09/04/12 09/05/12 M-F 6-6:30 PM M-F 6-6:30 PM Class of Time - Immediately Pre-emptible without notice	Л -11	:30	2	\$1,600.00	NM	
Weeks: Start Date End Date MTWTFSS Spots/Week 09/03/12 09/09/12 -11 2	The state of the s					5144
Spots: # Ch Day Air Date Air Time Description 1 WESHTu 09/04/12 6:27 PM M-F 6-6:30 PM 2 WESHW 09/05/12 6:14 PM M-F 6-6:30 PM	<u>Start/End Time</u> M-F 6-6:30 PM M-F 6-6:30 PM	:3	th <u>Ad-ID</u> 30 BN12003H 30 BN12003H			<u>Rate</u> <u>Type</u> \$1,600.00 NM \$1,600.00 NM
13 09/10/12 09/10/12 M-F 6-6:30 PM M-F 6-6:30 PM Class of Time - Pre-emptible with notice	Л М	:30	1	\$1,000.00	NM	
Weeks: Start Date 09/10/12 End Date 09/16/12 MTWTFSS MTWTFSS Spots/Week Spots/Week Spots: # Ch Day Air Date Air Time Description Air Time Description				* * *		Rate Type

-1-1---

:30

\$1,600.00

WESH





Advertiser	Product	Estimate Number
Nelson/D/Senate	NELSON/S/D	488

www.	wesh.com					Spots/			
Line	Start Date	End Date	Description	Start/End Time	MTWTFSS Le	ength Week	Rate	Туре	
e de fisik i	Class of T	ime - Pre-em	ptible with notice		San San San	Transfer was 202 of Estimate			
	Weeks:	Start Date 09/03/12	End Date MTWTFSS -1-1		Rate				
4.1	Spots: # C			-	\$1,600.00 Start/End Time	Length Ad-ID			Rate Type
				Entertainment Tonight	7:00-730 PM	:30 BN12003H			\$1,600.00 NM
	2 W	ESHTh 09	7:26 PM M-F	Entertainment Tonight	7:00-730 PM	:30 вм12003н			\$1,600.00 NM
16	6 09/08/12 Class of T	09/08/12 ime - Immedi	Sat Sunrise 6-8 AM ately Pre-emptible witho	6:00-8:00 AM ut notice	S-	:30 1	\$150.00	NM	
	Weeks:	Start Date 09/03/12	End Date MTWTFSS 09/09/12S-		<u>Rate</u> \$150.00				
	Spots: # C	h <u>Day Ai</u>	r Date Air Time Des	cription	Start/End Time	Length Ad-ID			Rate Type
	1 W	/ESHSa 09	9/08/12 6:42 AM Sat	Sunrise 6-8 AM	6:00-8:00 AM	:30 вм12003н			\$150.00 NM
17	7 09/09/12 Class of T	09/09/12 ime - Pre-em	SA/SU 6-6:30 PM ptible with notice	SA/SU 5:58-6:30 F	Pi1	:30 1	\$700.00	NM	
	Weeks:	Start Date 09/03/12	End Date MTWTFSS		Rate				
	Spots: # C				\$700.00 Start/End Time	Length Ad-ID			Rate Type
		/ESHSu 09		SU 6-6:30 PM	SA/SU 5:58-6:30 F				\$700.00 NM
18	8 09/09/12 Class of T	09/09/12 ime - Immedi	Sun Sunrise@6-8 Al		S	:30 1	\$150.00	NM	
	Weeks:	Start Date 09/03/12		Spots/Week	<u>Rate</u> \$150.00				
	Spots: # C				Start/End Time	Length Ad-ID			Rate Type
	1 W	/ESHSu 09	9/09/12 7:54 AM Sun	Sunrise@6-8 AM	6:00-8:00 AM	:30 BN12003H			\$150.00 NM
19	9 09/06/12 Class of T	09/06/12 ime - Immedi	M-F Early Sunrise iately Pre-emptible witho	5:00-6:00 AM ut notice	T	:30 1	\$300.00	NM	
	Weeks:	Start Date 09/03/12	End Date MTWTFSST		<u>Rate</u> \$300.00				Market (
	Spots: # C				Start/End Time	Length Ad-ID			Rate Type
	1 W	/ESHTh 09	9/06/12 5:13 AM M-F	Early Sunrise	5:00-6:00 AM	:30 BN12003H			\$300.00 NM
20	784.00	09/10/12 ime - Immed	KATIE COURIC DA' iately Pre-emptible witho	ut notice	M	:30 1	\$150.00	NM	
	Weeks:	Start Date 09/10/12	End Date MTWTFSS 09/16/12 M	<u> </u>	<u>Rate</u> \$150.00				
	Spots: # C				Start/End Time	Length Ad-ID			Rate Type
	1 W	/ESHM 09	9/10/12 2:26 PM KAT	TE COURIC DAY	2-3PM	:30 BN12003H			\$150.00 NM
2			NBC Today Show ately Pre-emptible witho		F	:30 1	\$725.00	NM	
	Weeks:	Start Date 09/03/12	End Date MTWTFSS 09/09/12F		<u>Rate</u> \$725.00				
	Spots: # C				Start/End Time	Length Ad-ID			Rate Type
	1 W			C Today Show	7:00-9:00 AM	:30 BN12003H			\$725.00 NM
22	2 09/07/12 Class of T	09/07/12 ime - Pre-em	Regis & Kelly 9-10 A	M 9:00-10:00 AM	F	:30 1	\$500.00	NM	
	Weeks:	Start Date 09/03/12	End Date MTWTFSS 09/09/12F		<u>Rate</u> \$500.00				
	Spots: # C		r Date Air Time Des	cription	Start/End Time	Length Ad-ID			Rate Type
	1 W	/ESHF 09	9/07/12 9:38 AM Reg	is & Kelly 9-10 AM	9:00-10:00 AM	:30 ви12003н			\$500.00 NM
23	3 09/07/12 Class of T	09/07/12 ime - Immed	M-F NOON NEWS 1 iately Pre-emptible without	12-12:12:00-12:30 PM out notice	F	:30 1	\$200.00	NM	
	Weeks:	Start Date			Rate				3
	Spots: # C	09/03/12 h <u>Day Ai</u>	09/09/12F r Date		\$200.00 Start/End Time	Length Ad-ID			Rate Type
	5p0.0. <u>11</u> 0	24, 1	. Date / III Des	<u> </u>	Otalivella Tille	Length Au-ID			ivate Type





WESH P O Box 26876 Lehigh Valley, PA 18002-6876 FIN# 59-3186949

| Invoice # | Invoice Date | Invoice Month | Invoice Period | 928865-1 | 09/16/12 | September 2012 | 08/27/12 - 09/10/12

Advertiser	Product	Estimate Number
Nelson/D/Senate	NELSON/S/D	488

www.wesh.com

ne	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spo		Rate	Type	
en en	09/07/12	09/07/12	M-F NOON NEWS 12-		F	:30		1	\$200.00		enderen despelation
	Class of Tin	ne - Immedia	ately Pre-emptible without	notice		CONCRE			Ψ200.00	IAIVI	
	Spots: # Ch 1 WE		<u>Date Air Time Descrip</u> /07/12 12:13 PM M-F NO		<u>Start/End Time</u> 12:00-12:30 PM	-	gth Ad- :30 BN1	VIET COLUMN			<u>Rate</u> <u>Typ</u> \$200.00 Ni
24	09/07/12 Class of Tin	09/07/12 ne - Pre-em	M-F 4-5 PM NEWS otible with notice	M-F 4-5 PM	F	:30		1	\$550.00	NM	
	Weeks: Spots: # Ch		09/09/12F		Rate \$550.00 Start/End Time M-F 4-5 PM		gth Ad-				Rate Typ
							:30 BN1	2003H			\$550.00 N
			M-F 6-6:30 PM otible with notice	M-F 6-6:30 PM	F	:30		1	\$1,000.00	NM	
	Weeks: Spots: # Ch 1 WE	09/03/12 <u>Day Air</u>	End Date MTWTFSS 09/09/12 F Date Air Time Descrip /07/12 6:12 PM M-F 6-		Rate \$1,000.00 Start/End Time M-F 6-6:30 PM		gth <u>Ad-</u> :30 BN1	area area area			<u>Rate</u> <u>Tyr</u> \$1,000.00 N
26	09/08/12 Class of Tin	09/08/12 ne - Pre-emi	M-Su News @ 11PM	11-1135p	S-	:30		1	\$1,000.00	NM	
	Weeks: Spots: # Ch	Start Date 09/03/12	End Date MTWTFSS 09/09/12 S- Date Air Time Description		Rate \$1,000.00 <u>Start/End Time</u> 11-1135p	<u>Len</u>	gth Ad- :30 BN1				<u>Rate</u> <u>Ty</u> \$1,000.00 N
27	09/07/12 Class of Tir	09/07/12 ne - Pre-em	M-F 5-6 PM ROT otible with notice	5:00-6:00 PM	F	:30		1	\$700.00	NM	
	Weeks: Spots: # Ch	09/03/12 <u>Day Air</u>	End Date MTWTFSS 09/09/12F Date Air Time Descri /07/12 5:27 PM M-F 5-		Rate \$700.00 Start/End Time	<u>Len</u>	gth Ad-				Rate Ty
20			A yes seen a seem of the second		5:00-6:00 PM		:30 BN1				\$700.00 N
28	09/10/12 Class of Tir	09/10/12 ne - Pre-em _l	Regis & Kelly 9-10 AM otible with notice	9:00-10:00 AM	M	:30		1	\$500.00	NM	
	Weeks: Spots: # Ch	Start Date 09/10/12 <u>Day Air</u> ESHM 09	09/16/12 M Date Air Time Descri	Spots/Week 1 ption & Kelly 9-10 AM	Rate \$500.00 <u>Start/End Time</u> 9:00-10:00 AM	Len	gth Ad-				<u>Rate</u> <u>Ty</u> \$500.00 N
20	09/10/12	09/10/12	NBC Today Show	7:00-9:00 AM	M	.20			\$1,000.00	AIAA	\$300.00 P
		ne - Pre-em	otible with notice End Date MTWTFSS	Spots/Week	Rate	:30		1	\$1,000.00	NM	
	Spots: # Ch	09/10/12 <u>Day Air</u>	09/16/12 M	1 ption	\$1,000.00 <u>Start/End Time</u> 7:00-9:00 AM	<u>Ler</u>	gth <u>Ad-</u> :30 BN1				<u>Rate</u> <u>Ty</u> \$1,000.00 N
30	09/10/12 Class of Tir	09/10/12 ne - Immedi	M-F 4-5 PM NEWS ately Pre-emptible without	M-F 4-5 PM notice	M	:30		1	\$300.00	NM	
	Weeks:	Start Date 09/10/12		Spots/Week 1	<u>Rate</u> \$300.00						
	Spots: # Ch 1 WE		<u>Date</u> <u>Air Time</u> <u>Descri</u> /10/12 4:53 PM M-F 4-		Start/End Time M-F 4-5 PM	<u>Ler</u>	gth Ad- :30 BN3	Control of the contro			<u>Rate</u> <u>Ty</u> \$300.00 I
31	09/06/12 Class of Tir	09/06/12 ne - Immedi	M-Su News @ 11PM ately Pre-emptible without	11-1135p notice	1	:30		1	\$1,300.00	NM	
	Weeks:	Start Date 09/03/12	End Date 09/09/121	Spots/Week 1	<u>Rate</u> \$1,300.00						
	Spots: # Ch 1 WE	SHTh 09	<u>r Date</u> <u>Air Time</u> <u>Descri</u> /06/12 11:43 PM M-Su I work Program Runover		Start/End Time 11-1135p	<u>Ler</u>	gth Ad: :30 BN	<u>-ID</u> L2003н			Rate Ty \$1,300.00





WESH
P O Box 26876
Lehigh Valley, PA 18002-6876
FIN# 59-3186949

Invoice #	Invoice Date	Invoice Month	Invoice Period
928865-1	09/16/12	September 2012	08/27/12 - 09/10/12

Advertiser	<u>Product</u>	Estimate Number
Nelson/D/Senate	NELSON/S/D	488

www.wesh.com

Line	Start Date	End Date	Description	Start/End Time	MTWTFSS	Length	Spots/ Week	Rate	Туре	
31	09/06/12 Class of Tin	09/06/12 ne - Immedia	M-Su News @ 11PM tely Pre-emptible without n		1	:30	= 1	\$1,300.00*	NM	the section of the section of the section of
32	09/10/12 Class of Tin	09/10/12 ne - Immedia	*Early Sunrise @4:30AN tely Pre-emptible without n	1 430a-5am otice	M	:30	11	\$40.00	NM	
	Weeks:	Start Date 09/10/12	End Date MTWTFSS 09/16/12 M	Spots/Week 1	<u>Rate</u> \$40.00					
	Spots: # Ch 1 WE		Date Air Time Descript 10/12 4:45 AM *Early S		Start/End Time 430a-5am		<u>th Ad-ID</u> 30 ви12003н			Rate Type \$40.00 NM
					Total Spots		39			

Payment Terms 30 Days

Gross Total

\$26,940.00

Agency Commission

\$4,041.00

Net Amount Due

\$22,899.00